

LOYOLA SENIOR HIGH SCHOOL.
BUSINESS STUDIES PRELIMINARY COURSE.
ASSESSMENT TASK 1.
Written Stimulus Research Task/Oral Communication.

Weighting: 30% overall but 20% Written Stimulus Task and 10% oral presentation.

Date Due: Monday April 7th 2008. (Hand In Written Task to Class Teacher).

Oral Presentations by individual students begin in class commencing Monday 7th April 2008.

Syllabus Outcomes To be Assessed.

Students will be assessed on the **extent to which they achieve the following outcomes.**

- 1.1 Describes the nature of business and its role in society.
- 1.2. Analyses types of business structures.
- 3.1. Explains the business life cycle and analyses the challenges each stage presents for management.
- 4.1 Explains the relationship between the internal and external factors on business.
- 4.2 Describes the internal and external factors contributing to the success or failure of business.
- 5.1 Selects, organizes and evaluates information and sources for usefulness and reliability
- 5.2 Plans and conducts an investigation into business to present the findings in an appropriate business format.
- 5.3 Communicates business information, ideas and issues using relevant business terminology and concepts in appropriate forms (written and oral).
- 5.5. Works independently to achieve appropriate goals in set timeframes.

The Written Task.

Title: 'A Business and Its Business Environment'.

Choose a business that is **Australian and currently operating.** Research newspapers, journals, business magazines and/or the internet as **secondary sources of information.** Use a **selected source of information to act as your stimulus for your written and oral presentation.** Attach your stimulus to your written report. Use as many other secondary sources as you feel the need to complete your research.

1. **Name and fully classify** the business that is the subject of your research (business name, size, type of ownership or legal structure, industry or sector, prime function and profit/non profit.) **Fully explain your business classification as accurately as your research can determine.**
2. Identify what **stage of the business life cycle** your business is in and **give excellent reason(s) for this view.**
3. Identify and outline the **main factors of the business environment that are influencing** the conduct and operation of your business at this point in time. What **type of environmental influence(s)** are mainly influencing this business (eg. economic, social, political/legal, technological influences (external) as well as internal influences.
4. (a) Describe how these influences from the business environment are impacting on (affecting) or is likely to impact (effect) on the business of your choice.
(b) Are these impacts **an opportunity or a threat?** Explain your answer(s) thoroughly.